

RESP\_ID 72405  
Age: 50 or above  
Gender: Male  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 YouTube and Yahoo.com.  
Q3.1 Not offhand.  
Q4.0 [Have you ever heard of...?]  
lulu No  
mySpace Yes  
youtube na  
photobucket No  
digg No  
moho Yes  
Q4.1 [Have you ever heard of...?]  
lulu na  
myspace na  
youtube na  
photobucket na  
digg na  
moho na

RESP\_ID 72407  
Age: 14 to 29  
Gender: Male  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 Daily Motion, YouTube, Google video and IFilm.  
Q3.1 Medicafe.  
Q4.0 [Have you ever heard of...?]  
lulu No  
mySpace Yes  
youtube na  
photobucket Yes  
digg Yes  
moho No  
Q4.1 [Have you ever heard of...?]  
lulu na  
myspace na  
youtube na  
photobucket na  
digg na  
moho na

RESP\_ID 72427  
Age: 50 or above  
Gender: Female  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 I don't know.  
Q4.0 [Have you ever heard of...?]  
lulu na  
mySpace na  
youtube na  
photobucket na  
digg na  
moho na  
Q4.1 [Have you ever heard of...?]  
lulu No  
myspace Yes  
youtube Yes  
photobucket No  
digg No  
moho No

RESP\_ID 72496  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 iTunes.com  
 Q3.1 CNN.com and Yahoo.com.  
 Q4.0 [Have you ever heard of...?]  
     lulu                          No  
     mySpace                      No  
     youtube                      No  
     photobucket                 No  
     digg                         No  
     moho                        No  
 Q4.1 [Have you ever heard of...?]  
     lulu                          na  
     myspace                      na  
     youtube                      na  
     photobucket                 na  
     digg                         na  
     moho                        na

RESP\_ID 72519  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 MSN and news websites.  
 Q4.0 [Have you ever heard of...?]  
     lulu                          No  
     mySpace                      Yes  
     youtube                      na  
     photobucket                 No  
     digg                         No  
     moho                        No  
 Q4.1 [Have you ever heard of...?]  
     lulu                          na  
     myspace                      na  
     youtube                      na  
     photobucket                 na  
     digg                         na  
     moho                        na

RESP\_ID 72524  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 At the moment I can't.  
 Q4.0 [Have you ever heard of...?]  
     lulu                          na  
     mySpace                      na  
     youtube                      na  
     photobucket                 na  
     digg                         na  
     moho                        na  
 Q4.1 [Have you ever heard of...?]  
     lulu                          No  
     myspace                      Yes  
     youtube                      No  
     photobucket                 No  
     digg                         No  
     moho                        No

RESP\_ID 72557  
Age: 14 to 29  
Gender: Female  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 I do not know of any.  
Q4.0 [Have you ever heard of...?)  
lulu na  
mySpace na  
youtube na  
photobucket na  
digg na  
moho na  
Q4.1 [Have you ever heard of...?)  
lulu No  
myspace Yes  
youtube No  
photobucket No  
digg Yes  
moho No

RESP\_ID 72804  
Age: 14 to 29  
Gender: Male  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 YouTube.  
Q3.1 None.  
Q4.0 [Have you ever heard of...?)  
lulu No  
mySpace Yes  
youtube na  
photobucket No  
digg No  
moho No  
Q4.1 [Have you ever heard of...?)  
lulu na  
myspace na  
youtube na  
photobucket na  
digg na  
moho na

RESP\_ID 73136  
Age: 50 or above  
Gender: Female  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 Um, CMT.com, ABC.com. I know some of the other TV stations,  
but I'm blanking out on anything.  
Q3.1 Um, YouTube.com.  
Q4.0 [Have you ever heard of...?)  
lulu No  
mySpace Yes  
youtube na  
photobucket Yes  
digg Yes  
moho No  
Q4.1 [Have you ever heard of...?)  
lulu na  
myspace na  
youtube na  
photobucket na  
digg na  
moho na

RESP\_ID 73256  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 CNN.com.  
 Q3.1 Microsoft and MSCN.com.  
 Q4.0 [Have you ever heard of...?]  
     lulu Yes  
     mySpace No  
     youtube Yes  
     photobucket No  
     digg No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 73517  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 NBC, YouTube, CNN and that's all I can think of.  
 Q3.1 KillSomeTime.com, um, Collegehumor.com, Harmony Central, Apple, Netflix, um, Apple.com, Discover Kids, PBS Kids, Old Man Mountains and that's it.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace Yes  
     youtube na  
     photobucket No  
     digg No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 73539  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 Others but I can't think of the names.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace Yes  
     youtube na  
     photobucket No  
     digg Yes  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 73735  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 I cannot remember the names of them. I remember watching Motocross ones in the internet.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 mySpace na  
 youtube na  
 photobucket na  
 digg na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 myspace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho No

RESP\_ID 74142  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 NBC.com and ABC.com.  
 Q3.1 Alluc.org.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 mySpace Yes  
 youtube Yes  
 photobucket Yes  
 digg No  
 moho No  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 myspace na  
 youtube na  
 photobucket na  
 digg na  
 moho na

RESP\_ID 74286  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 ABC, FOX, NBC and all the TV networks that have websites.  
 Q3.1 All the channels that you can get off cable you can watch on the internet.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 mySpace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho Yes  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 myspace na  
 youtube na  
 photobucket na  
 digg na  
 moho na

RESP\_ID 74307  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 CNN, ESPN and YouTube.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 mySpace Yes  
 youtube na  
 photobucket No  
 digg No  
 moho No  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 myspace na  
 youtube na  
 photobucket na  
 digg na  
 moho na

RESP\_ID 74452  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 I don't know.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 mySpace na  
 youtube na  
 photobucket na  
 digg na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 myspace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho No

RESP\_ID 74520  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Something with a "T" but I don't remember exactly.  
 Q3.1 No, I can't right now.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 mySpace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho Yes  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 myspace na  
 youtube na  
 photobucket na  
 digg na  
 moho na

RESP\_ID 74526  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 Videowagon.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 mySpace Yes  
 youtube na  
 photobucket Yes  
 digg No  
 moho No  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 myspace na  
 youtube na  
 photobucket na  
 digg na  
 moho na

RESP\_ID 74583  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 mySpace na  
 youtube na  
 photobucket na  
 digg na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 myspace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho No

RESP\_ID 74728  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 I don't know.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 mySpace na  
 youtube na  
 photobucket na  
 digg na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 myspace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho No

RESP\_ID 75161  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Um, sex views.  
 Q3.1 I cannot think of any more.  
 Q4.0 [Have you ever heard of...?]  
     lulu                          No  
     mySpace                      Yes  
     youtube                     Yes  
     photobucket                No  
     digg                        Yes  
     moho                        No  
 Q4.1 [Have you ever heard of...?]  
     lulu                        na  
     myspace                    na  
     youtube                    na  
     photobucket                na  
     digg                        na  
     moho                        na

RESP\_ID 75175  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 I don't know.  
 Q4.0 [Have you ever heard of...?]  
     lulu                          No  
     mySpace                      Yes  
     youtube                     na  
     photobucket                Yes  
     digg                        Yes  
     moho                        No  
 Q4.1 [Have you ever heard of...?]  
     lulu                        na  
     myspace                    na  
     youtube                    na  
     photobucket                na  
     digg                        na  
     moho                        na

RESP\_ID 75309  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Movietickets.  
 Q3.1 Rapapour.  
 Q4.0 [Have you ever heard of...?]  
     lulu                          No  
     mySpace                      Yes  
     youtube                     Yes  
     photobucket                No  
     digg                        No  
     moho                        No  
 Q4.1 [Have you ever heard of...?]  
     lulu                        na  
     myspace                    na  
     youtube                    na  
     photobucket                na  
     digg                        na  
     moho                        na

RESP\_ID 75346  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 I don't even know.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 mySpace na  
 youtube na  
 photobucket na  
 digg na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 myspace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho No

RESP\_ID 75468  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Um, YouTube.  
 Q3.1 MySpace.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 mySpace na  
 youtube na  
 photobucket Yes  
 digg No  
 moho No  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 myspace na  
 youtube na  
 photobucket na  
 digg na  
 moho na

RESP\_ID 75675  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 MySpace and YouTube.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 mySpace na  
 youtube Yes  
 photobucket Yes  
 digg No  
 moho No  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 myspace na  
 youtube na  
 photobucket na  
 digg na  
 moho na

RESP\_ID 75889  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 I couldn't think of one.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 mySpace na  
 youtube na  
 photobucket na  
 digg na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 myspace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho No

RESP\_ID 76072  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 FOX 2 News, WWE Wrestling and Comedy Central.  
 Q3.1 Um, that's the main ones.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 mySpace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho No  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 myspace na  
 youtube na  
 photobucket na  
 digg na  
 moho na

RESP\_ID 76172  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Yahoo.  
 Q3.1 Wooho.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 mySpace Yes  
 youtube Yes  
 photobucket No  
 digg No  
 moho No  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 myspace na  
 youtube na  
 photobucket na  
 digg na  
 moho na